

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 041620Z MAR 75

FM AMEMBASSY BONN

TO SECSTATE WASHDC 8431

USDOC WASHDC

INFO USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

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E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FY 75 COUNTRY COMMERCIAL PROGRAM FOR GERMANY:
PROGRESS REPORT NO. 2

1. THE FOLLOWING REPORT OUTLINES THE QUANTIFIABLE PROGRESS THAT HAS BEEN MADE IN IMPLEMENTING THE CCP FOR GERMANY. THE FIGURES INDICATED ARE CUMULATIVE FROM THE BEGINNING OF THE FISCAL YEAR. THE FIRST FIGURE IN PARAS 2, 3, 4 INDICATES THE GOAL FOR THE YEAR AS STATED IN THE CCP AND THE SECOND THE PROGRESS THAT HAS BEEN MADE TOWARDS THAT GOAL. APPARENT SHORTFALLS AND OTHER EXPLANATORY MATERIAL FOLLOW THESE LISTINGS (PARAS 5 AND 6).

2. CAMPAIGN AND TARGET ANNUAL GOAL RESULTS TO DATE

A. CAMPAIGN NO. 1: ELECTRONICS INDUSTRY

ELECTRONICA

INCREMENTAL SALES	\$5 M.	\$3 M.
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ELECTRONICA NTM'S	25	10
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KPC'S	250	265
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TO'S	75	71
BSP'S	1	2

B. CAMPAIGN NO. 2: INSTRUMENTS

FTC BIOMEDICAL -

INCREMENTAL SALES	\$4 M.	\$35 M.
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FTC BIOMEDICAL - NTM'S	10	30
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FTC MATERIALS TEST -

INCREMENTAL SALES	\$3 M.	\$260,000
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FTC MATERIALS TEST - NTM'S	8	4
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KPC'S	480	276
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TO'S	40	59
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BSP'S	1	9
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C. CAMPAIGN NO. 3: BUSINESS EQUIPMENT

FTC MINICOMPUTERS -

INCREMENTAL SALES	\$20 M.	\$6 M.
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FTC MINICOMPUTERS -

NTM'S	20	14
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KPC'S	200	140
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TO'S	25	60
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BSP'S	1	5
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D. CAMPAIGN NO. 4: CONSUMER GOODS

IN-STORE PROMOTION	1	0
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BERLIN IMPORT FAIR -

NTM'S (ADDED TO CCP)	-	6
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BERLIN IMPORT FAIR -

INCREMENTAL SALES	-	\$50,000
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KPC'S	25	22
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TO'S	5	133
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BSP'S	0	5
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E. CAMPAIGN NO. 5: AUTO. SERVICES

OFF-SITE FTC -

AUTOMECHANIKA

- INCREMENTAL SALES	\$3 M.	\$17 M.
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- NTM'S	20	22
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KPC'S	120	113
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TO'S	5	21
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F. CAMPAIGN NO. 6: REVERSE INVESTMENT

NONQUANTIFIABLE - SEE NARRATIVE

G. CAMPAIGN NO. 7: TRAVEL USA

NONQUANTIFIABLE - SEE NARRATIVE

3. NON-CAMPAIGN ACTIVITY ANNUAL RESULTS

	GOAL	TO DATE
SCHEDULED CERP'S	61	46
ADS'S	480	148
TO'S	825	584
WTDR'S	1280	676

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4. SUMMARY OF GOALS AND RESULTS TO DATE, CAMPAIGN AND NON-CAMPAIGN ACTIVITIES

ACTIVITY	OVERALL GOALS	OVERALL RESULTS
INCREMENTAL SALES	\$43 M.	\$61 M.
ADS'S	480	148
TO'S	825	928
WTDR'S	1280	676
GLOBAL MARKET RESEARCH	5	5

BSP'S	3	21
KPC'S	1075	816

5. COMMENTS ON CAMPAIGN ACTIVITIES

A. ELECTRONICS INDUSTRY: INCREMENTAL SALES AT ELECTRONIKA WERE LOWER THAN TARGETED DUE MAINLY TO THE FEWER THAN ANTICIPATED NTM'S. ALL OTHER TARGETS ARE UNCLASSIFIED

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LIKELY TO BE EXCEEDED.

B. INSTRUMENTS: FEWER THAN ANTICIPATED NTM'S ADVERSELY AFFECTED INCREMENTAL SALES AT THE MATERIAL TEST EQUIPMENT SHOW, BUT THIS WAS MORE THAN COMPENSATED FOR BY EXTREMELY GOOD RESULTS AT BIOMEDICAL EQUIPMENT SHOW. KPC ACTIVITIES HERE NOT UP TO PAR, AND POSTS WILL MAKE EFFORTS TO INCREASE CALLS TO MEET ANNUAL GOAL. TO AND BSP OUTPUT WILL EXCEED ANNUAL GOALS.

C. BUSINESS EQUIPMENT: ALTHOUGH OVERALL SALES AT THE MINICOMPUTER SHOW WERE VERY GOOD, INCREMENTAL SALES WERE BELOW TARGET DUE TO SHORTFALL IN NTM'S. KPC OUTPUT LOWER THAN ANTICIPATED DUE TO DELETION OF MODERN MERCHANDISING SHOW, BUT KPC'S SHOULD SHOW SOME INCREASE IN SUPPORT OF DATA ACQUISITION JEEP. TO'S ARE WAY AHEAD OF GOAL AS ARE BSP'S.

D. CONSUMER GOODS: WE WILL PROBABLY NOT BE SUCCESSFUL IN RECRUITING AN IN-STORE PROMOTION THIS FISCAL YEAR, BUT WE HOPE TO SUCCEED IN FY 76. WE DID, HOWEVER, RECRUIT SIX NTM'S TO PARTICIPATE IN THE BERLIN IMPORT FAIR. NOT INDICATED IN PARA. 2 D IS OUR RECRUITMENT OF TWO FIRMS ALREADY IN THE GERMAN MARKET TO PARTICIPATE IN THE GREEN WEEK (BERLIN) SUPERMARKET WHICH USIS AND AGRICULTURE SPONSORED (RESULTS NOT YET KNOWN). IN ALL OTHER RESPECTS, GOALS ARE LIKELY TO BE EXCEEDED.

E. AUTOMOTIVE SERVICES: THE OFF-SITE FTC SHOW AT AUTOMECHANIKA EXCEEDED GOALS, AND KPC'S AND TO'S WILL EXCEED TARGETS.

F. REVERSE INVESTMENT: CONSIDERABLE EFFORT HAS GONE INTO THE PLANNING OF THE US INFORMATION BOOTH AT THE HANNOVER FAIR. EIGHT US STATE AGENCIES WILL BE JOINING WITH THE EMBASSY, CONGEN HAMBURG, AND THE AMERICAN CHAMBER OF COMMERCE IN SOLICITING REVERSE INVESTMENT OPPORTUNITIES, TRADE OPPORTUNITIES AND BSP'S. ALTHOUGH WE DO NOT EXPECT TO ORGANIZE ANY INVEST IN USA MINI-CONFERENCES THIS YEAR, THE SIX

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SPRECHTAGS (OR AMERICAN DAYS) HELD BY THE POSTS USUALLY INCLUDE US STATE AGENCY REPRESENTATIVES, AND AN EFFORT IS MADE TO INTEREST LOCAL BUSINESSMEN IN INVESTING IN THE USA. A GREAT DEAL OF EFFORT HAS GONE INTO WORKING WITH REPRESENTATIVES OF US STATE AGENCIES IN EUROPE IN DEVELOPING AND CARRYING OUT THEIR INVESTMENT TRADE MISSIONS, PROVIDING THEM WITH TRADE AND INVESTMENT LEADS, AND GENERALLY ASSISTING THEM IN MAKING APPROPRIATE CONTACTS IN THE GERMAN MARKET.

G. TRAVEL USA AND FOREIGN BUYER GROUPS: THE HIGHLY DECENTRALIZED NATURE OF THE GERMAN MARKET HAS MADE IT EXTREMELY DIFFICULT TO DEVELOP A VIABLE FOREIGN BUYER GROUP PROGRAM. AFTER A GREAT DEAL OF CONSIDERATION, IT WAS DECIDED THAT ONLY THROUGH MASS MARKETING OF THE PROGRAM COULD APPRECIABLE RESULTS BE ACHIEVED. OUR FIRST STEP IN THIS DIRECTION WAS TO ESTABLISH A VISIT USA COMMITTEE IN FRANKFURT, UNDER THE SPONSORSHIP OF THE AMBASSADOR, CHAIRED BY THE DIRECTOR OF THE US TRAVEL SERVICE AND CONSISTING OF THE PRINCIPAL CARRIERS AND TRAVEL AGENCIES IN GERMANY. OUR SECOND STEP WAS TO REQUEST USDOC TO ASCERTAIN WHETHER IT WOULD BE POSSIBLE FOR USTS TO SUPPORT THE PROMOTION OF THE SAME SHOWS AS THOSE SELECTED BY US FOR THE FOREIGN BUYERS PROGRAM. IF THIS

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PROVES FEASIBLE, WE WOULD THEN ASK THE VISIT USA COMMITTEE TO UNDERTAKE A COOPERATIVE EFFORT TO DEVELOP AN ADVERTISING AND SALES CAMPAIGN TO PROMOTE THESE SHOWS IN THE GERMAN BUSINESS COMMUNITY. INDIVIDUAL POSTS IN GERMANY WILL, HOWEVER, BE FREE TO CONTACT INDIVIDUAL BUSINESSMEN TO ELICIT INTEREST IN ATTENDING USDOC-SELECTED SHOWS IN THE UNITED STATES.

6. COMMENTS ON NON-CAMPAIGN ACTIVITIES

WE DO NOT EXPECT TO MEET OUR WTDR AND ADS TARGET FIGURES SINCE THE HIGHER PRICE FOR THESE SERVICES HAS OBVIOUSLY HAD THE ANTICIPATED RESULT OF REDUCING REQUESTS. ALL OTHER QUANTIFIABLE GOALS WILL PROBABLY BE MET OR EXCEEDED.

7. SUCCESS STORIES

A. FROM FRANKFURT: POST EMBARKED UPON AN OUTSIDE MULTI-PURPOSE CALL PROGRAM IN NOVEMBER 1974 WHEREBY UNCLASSIFIED

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ALL E/C STAFF SET A GOAL OF 20 PERCENT OF THEIR TIME FOR CALLS ON GERMAN BUSINESSMEN. THESE CALLS TARGETED ALONG LINES OF CCP CAMPAIGNS ARE DESIGNED TO PRODUCE KPC'S, TO'S, IO'S AND BSP'S, AS WELL AS TO YIELD ECONOMIC AND MARKET INFORMATION. MOST DRAMATIC RESULTS ARE TO PRODUCTION. IN THREE MONTHS, 11 NOVEMBER 1974 TO 12 FEBRUARY 1975, 159 TO'S WERE SUBMITTED. 9Y COMPARISON, FRANKFURT SUBMITTED 89 TO'S IN ALL OF FY 1974.

B. FROM DUESSELDORF: THE SPRECHTAGE (US INFORMATION DAYS) HELD BY THE CONSULATE IN DETMOLD, BIELEFELD, AND SIEGEN WHICH HAVE ALREADY BEEN REPORTED BY AIRGRAM WERE CLEARLY THE SUCCESS STORIES FROM DUESSELDORF IN FY 1975. THESE EVENTS PRODUCED

NUMEROUS TO'S, RESPONSES TO BUSINESS PROPOSALS, REVERSE INVESTMENT LEADS AND GOOD CONTACTS FOR THE CONGEN IN AREAS WHICH OTHERWISE COULD NOT HAVE BEEN EFFICIENTLY SERVICED FROM DUESSELDORF. THREE MORE SPRECHTAGE ARE PLANNED FOR FY 1975 AS WELL AS A MINI-SPRECHTAG FOR AGENTS AND DISTRIBUTORS.

C. FROM MUNICH: WE HAVE BEEN ABLE TO SIGNIFICANTLY INCREASE OUR TO'S FROM 50 FOR THE SAME PERIOD DURING FY 74 TO 84 TO DATE IN FY 75. WE HAVE HELD ONE SPRECHTAG SO FAR THIS YEAR, IN REGENSBURG. WE EXPECT TO HOLD ONE MORE DURING THIS FY.

D. FROM HAMBURG: TOTAL TO PRODUCTION FOR THE FY 75 PERIOD JULY 1 THROUGH MARCH 5 WILL BE APPROXIMATELY 225. DURING THE COMPARABLE FY 75 PERIOD 38 TO'S WERE PRODUCED.

E. FROM STUTTGART: ANTICIPATE THAT SPRECHTAG HELD FEBRUARY 25 AT RAVENSBURG IN COLLABORATION WITH LOCAL HANDELSKAMMER WILL DEVELOP ADDITIONAL TO'S AND FURTHER CONTACTS IN IMPORTANT INDUSTRIAL REGION REMOTE FROM CONGEN.

F. FROM BREMEN: SUCCESS STORIES CONCERNING SPRECHTAGE WHICH RESULTED IN UNUSUAL INCREASE IN UNCLASSIFIED

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PRODUCTION OF TRADE AND LICENSING OPPORTUNITIES ARE CONTAINED IN BREMEN'S A-63 OF OCTOBER 31, 1974, AND A-12 OF FEBRUARY 7, 1975.

G. FROM BERLIN: IN FY 1975 BERLIN HAS ACHIEVED A SHARP INCREASE IN TO'S OVER FY 1974 (FY 1074 - 4; FY 1975 - 43).

H. FROM BONN: WE ASSISTED BUYERS FROM THREE MAJOR DEPARTMENT STORES TO VISIT THE CHICAGO HOUSEWARES SHOW IN JANUARY. ALL WERE HIGHLY APPRECIATIVE AND STATED THAT LARGER PURCHASES FROM THE UNITED STATES CAN BE EXPECTED AS A RESULT. TWO AGENCY AGREEMENTS WERE NEGOTIATED AS A RESULT OF ASSISTANCE WE PROVIDED A GERMAN FIRM IN VISITING THE CHICAGO HOUSEWARES SHOW, AND THE SAME AGENT WILL ALSO BE HOLDING A BETWEEN SHOW PROMOTION AT THE FTC. WE ALSO ARRANGED FOR SEVERAL OF OUR CONTACTS IN THE CONSUMER GOODS FIELD TO VISIT MILITARY PX'S IN GERMANY TO SEE AMERICAN GOODS AT FIRST HAND. IN ONE CASE, WE ASSISTED THE GERMAN AGENT IN CONTACTING 17 FIRMS WHOSE PRODUCTS HE HAD SEEN AT THE PX, AND WE HAVE SO FAR RECEIVED 14 POSITIVE RESPONSES.

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